

University of Minnesota Tourism Center

The Tourism Center is open for business.

Tourism Center and Extension Center for Community Vitality are providing education to more than 300 Minnesotans a week as we work from home.

Check out tourism.umn.edu to:

- Register for webinars about tourism, community economics, leadership.
- Hear perspectives on tourism and community economics from Extension educators.
- Learn from new applied research.





Welcome to the 2020 Tourism Center Research Showcase



This event will be
recorded.



The slides will be
shared.



Submit questions
in the chat box



Cynthia Messer
Director



Xinyi Qian
Tourism Specialist



DeeDee LeMier
Extension Educator

Today's Flow

- Each presenter: 4 slides in 4 minutes
- 3 clusters of presenters
- 3 presenters in each cluster
- Quick reflection poll after each cluster
- Chat box:
 - Briefly introduce yourself
 - Submit your questions
- Audience Q&A at the end





**Please participate by
answering the poll questions.**



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in the chat box



Our first presenters

- **Xinyi Qian** - Otter Tail County Visitor Profile
2019: Summer Season Highlights
- **Neil Linscheid & Ben Winchester** - Minnesota
Newcomers: Trends and Tourism
- **Ami Choi** - Describing and Addressing Leisure
Travel Stress among a Select Asian Market: The
Case of Korean Americans



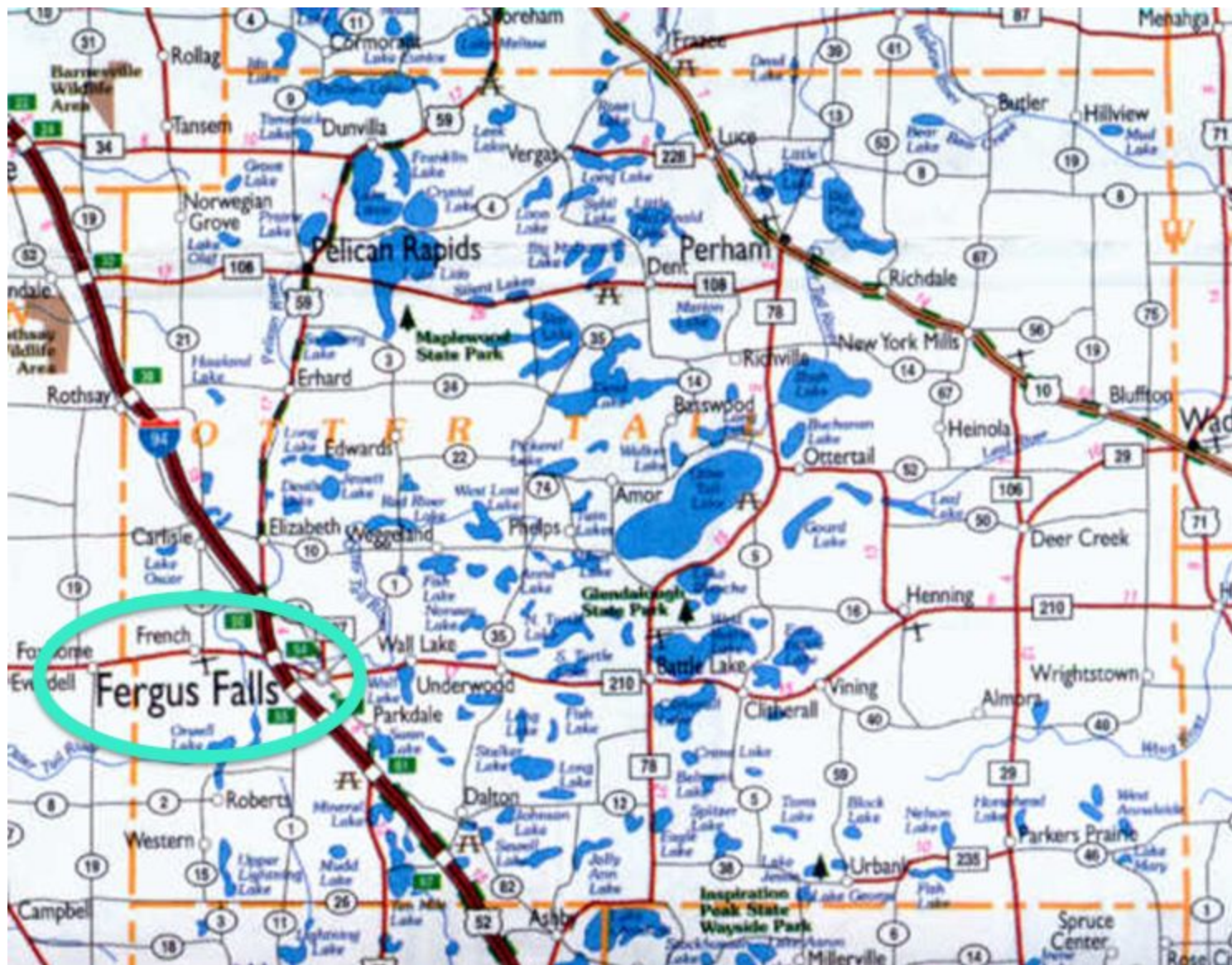


Otter Tail County Visitor Profile 2019: Summer Season Highlights

Xinyi Qian, Ph.D., Tourism Specialist

University of Minnesota Tourism Center

qianx@umn.edu, 612-625-5668



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SIMILARITIES

Most likely to...

- Travel in groups of two
- Travel with family and friends
- Travel with 51-69 year olds
- Have planned the trip less than one month in advance
- Have used word of mouth as an information source



| DIFFERENCES | Fergus Falls | Rest of Otter Tail County |
|---------------------------------------|-------------------------|------------------------------------|
| Average #nights spent in destination | 4.8 | 6.4 |
| Average daily personal spending | \$113.2 | \$207.9 |
| Trip purpose - Most frequently chosen | Visiting family/friends | Lake activities |
| Lodging - Most frequently chosen | Hotel/motel | Home or cabin of a friend/relative |





Rural workforce movers Research 2019-2020 building on rural brain gain research base - Neil Linscheid & Ben Winchester



Online and paper survey completed



Low survey response rate for Somali and Spanish language surveys



COVID-19 => English, Somali, and Spanish language focus group cancelled in March

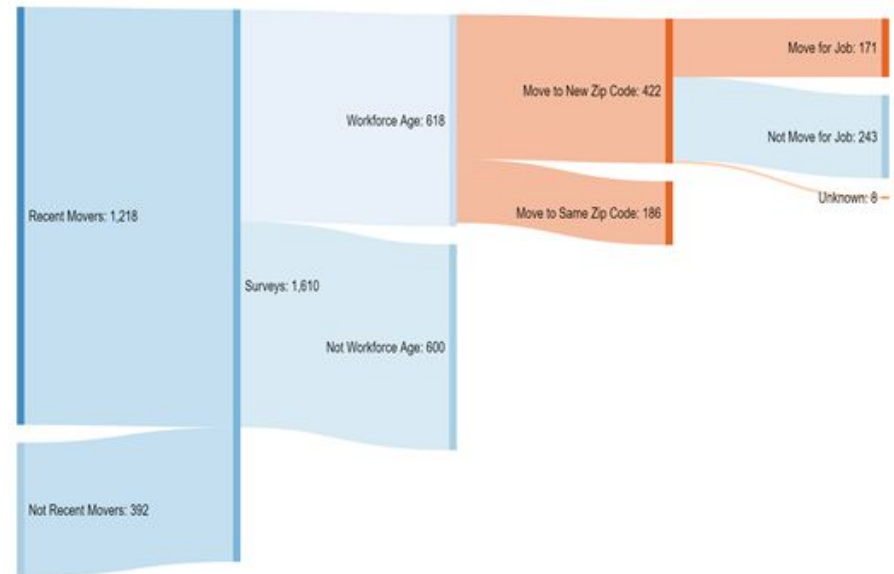


UMN IRB Approved our plan to conduct focus groups via Zoom this fall



A total of 20 (of 87 in the state) counties were included in the sampling strategy. These include a mix of metropolitan (and outlying areas), micropolitan, recreational, and isolated rural counties. We also attempted to capture a *geographic cluster* to provide a contiguous sampling region, in this case across the Western part of the state, encompassing the service areas of two resident recruitment initiatives. The survey invitations were made through a postcard with an online link, followed by a paper surveys. These were sent to 20,903 households in the identified sample area, 1,610 surveys returned.

1. Move Factors
2. Community Ratings
3. Asset Visitations
4. Community Engagement
5. Economic Characteristics
6. Household Demographics



How often do you attend or visit the following in this region?

| <i>Very Often or Sometimes</i> | Overall | Local Mover | Long-distance Mover |
|--|-----------|-------------|---------------------|
| Lakes or other bodies of water | 82 | 79 | 83 |
| Cultural activities, such as community festivals | 70 | 69 | 70 |
| Community centers or other local facilities | 51 | 52 | 49 |
| Parks | 86 | 88 | 85 |
| Trails for hiking or walking | 70 | 72 | 69 |
| Campgrounds | 39 | 36 | 41 |
| Sports events | 53 | 58 | 50 |

The tourism assets you develop also get used by newcomers!



- Resident Recruitment and Tourism efforts overlap sometimes, but not always.
- Opportunities to collaborate and coordinate?





Describing and addressing *leisure travel stress* among a select Asian market: **The case of Korean Americans**

- Tourists encounter stress
- Influences both physical and mental health
- Limits destination choices and experience quality



- Demographic is changing: Asian population
- Recognizing and understanding challenges/needs by multicultural travelers important
- Remove constraints, plan for the future



What was measured and how?



Survey

45 potential stressors

1 = not at all stressful
5 = extremely stressful



Panel data

**Korea-born immigrants
(n = 249)**

Had travel experiences in the
U.S. in the past 12 months



2019

Aug - Oct



What are the **sources of stress** Korean American travelers encounter during their travel?

Pre-trip 1

Deciding what to bring
Developing itinerary
Finding info for trip-planning
Choosing a safe destination
Number of ppl at the destination

50% ↑

Getting info in Korean language 39.4%
Making travel reservations in English 33.3%

En-route 2

Traffic jams/ Flight delays
Way finding
Weather
Personal safety concerns
Lack of food choices
Number of ppl at the destination

50% ↑

Treated differently for being Korean 46.2%

Destination 3

Weather onsite
Cleanliness
Number of ppl at the destination
Personal safety concerns
Commuting to attractions

50% ↑



What are the take aways from this study?



Korean travelers experienced **stress across all stages** of travel
Pre-trip > En-route > Destination (Stress intensity)



Similarities and subtle differences from non-Korean travelers
Common vs. distinct stressors caused stress



Underlying factors should be further examined
Generational status, acculturation degrees, culture, experience history
(Various personal and sociocultural context)



Stress experienced from **different aspects of the service provider**
Improving services and modifying facilities to reduce stress



Toward more **socially inclusive and inviting** tourism services
More bilingual services/staff for marketing and destinations



Stressors **in the time of Covid-19?**
Safety/health concerns, crowding



Ami Choi
Email: choix667@umn.edu





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Our next presenters

- **Brigid Tuck** - Economics of COVID-19 and Festivals and Events
- **Lindsey Krause** - Lake of the Woods County Ice Fishing Waste Management
- **Alan Johnson & Jim Chamberlin** - Heritage Farm in Pine River, Minnesota





Economics of COVID-19: Festivals and Events

SEPT 2020

Brigid Tuck

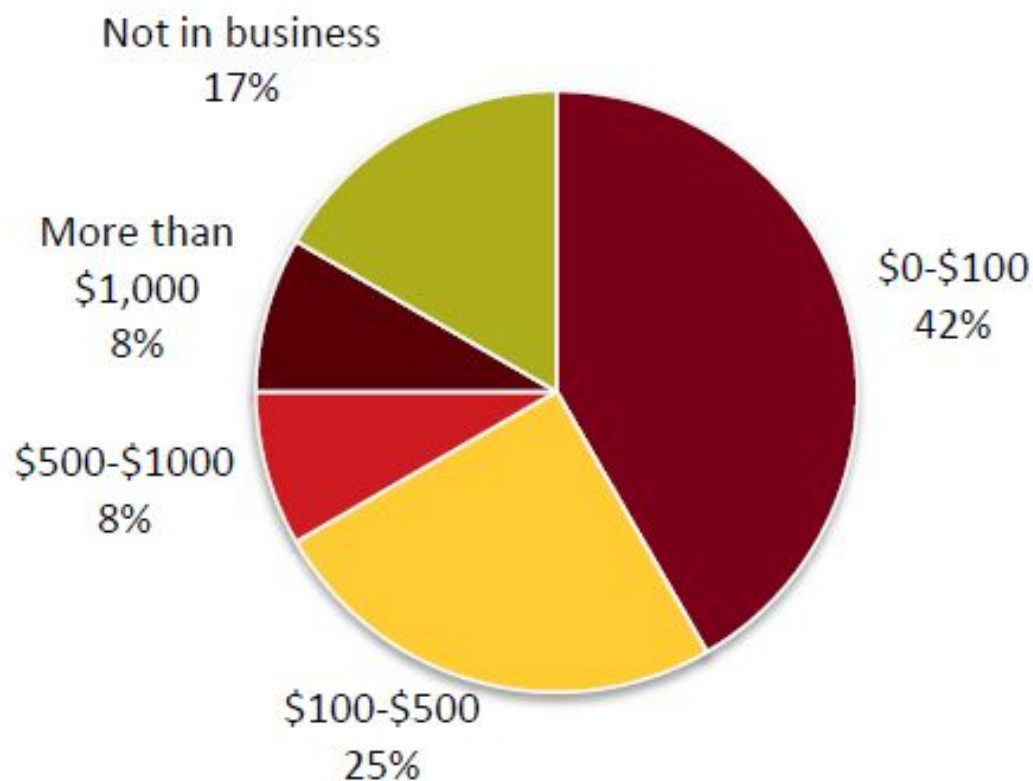


\$7.80

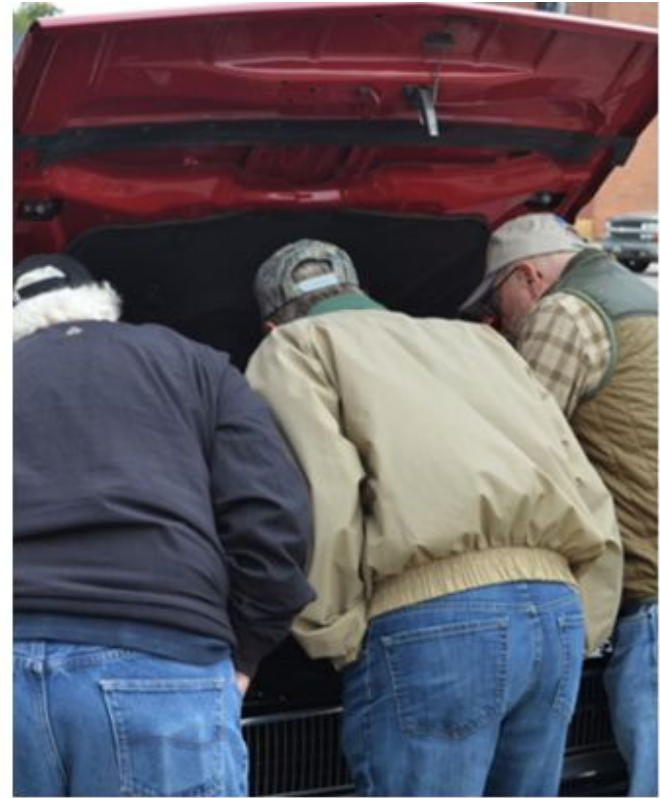
Of economic
activity for every
dollar spent by
Curl Mesabi

BUSINESS VALUE

**Chart 30: Henderson Business and Roll In Vendor
Reported Increase in Sales on Roll In Nights, n = 13**



AUDIENCE & DRAW



COMMUNITY AWARENESS



Building & Remodeling ▾

Interiors ▾

Outdoors ▾

Events ▾

Inspiration

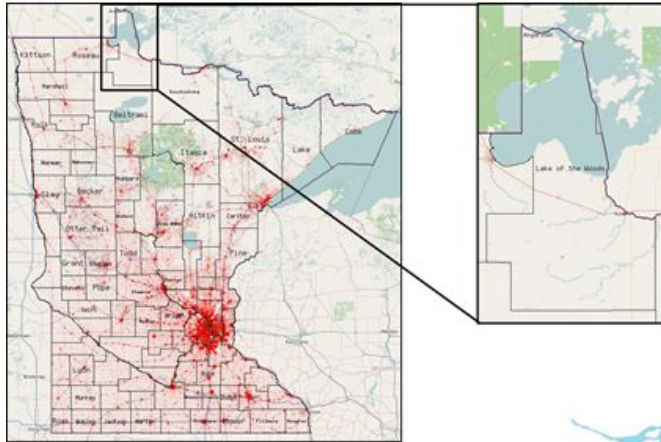
The Holiday Stroll

Dress warm for Pretty Little Red Wing's 16th annual Holiday Stroll event—complete with magical Santa visits at the historic [Sheldon Theatre](#), cookie decorating at [Hanisch Bakery](#), horse-drawn wagon rides at [John Rich Park](#), and Instagrammable photo ops with the [world's largest boot](#). Friday, 3-9 p.m. @ the intersection of Third & Bush streets in downtown Red Wing, [redwingstroll.com](#)

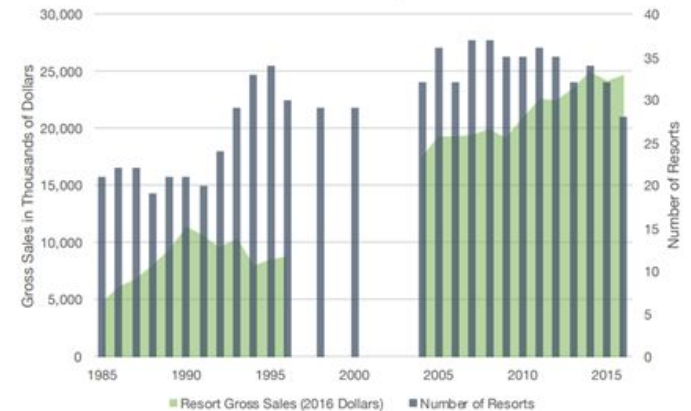


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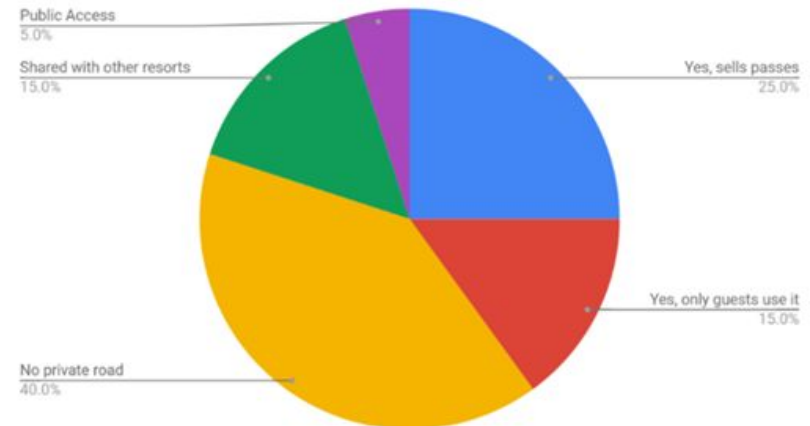
Lake of the Woods Solid Waste and Emergency Services



Resort Gross Sales
Lake of the Woods County 1985-2016



Resorts with private ice roads

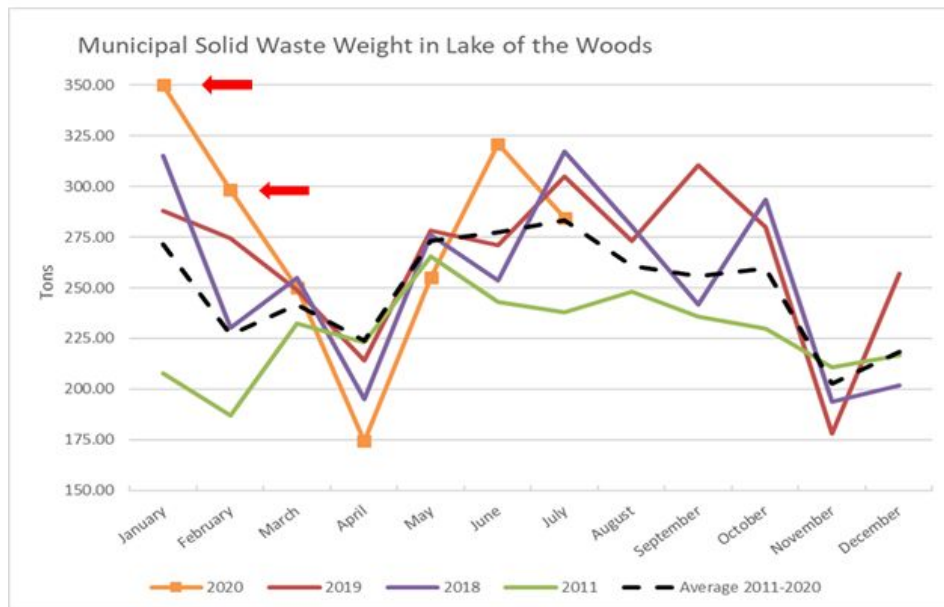


Lindsey Krause

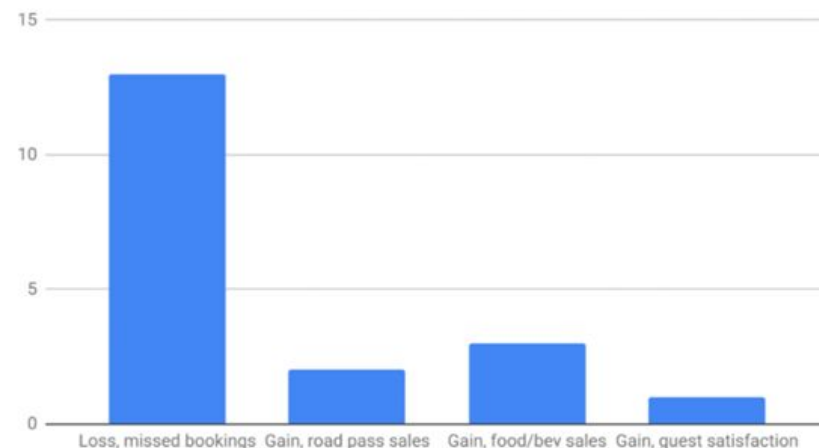


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Problem



Resort Business Impacts from Independent Wheelhouse Users



| | Number of ICRs |
|------------------|----------------|
| Winter 2014-2015 | 252 |
| Winter 2015-2016 | 197 |
| Winter 2016-2017 | 217 |
| Winter 2017-2018 | 339 |
| Winter 2018-2019 | 260 |
| Winter 2019-2020 | 371 |



Methods and Results

- Meetings with key informants
- Survey for ice fishers on Ice Fishing MN Facebook page
- Interviews with resort owners and ice road operators that own ice access/roads

| Survey Question | n= | Yes | No | Unsure |
|--|-----|-----|----|--------|
| Did you purchase ice road access in MN in the past 2 years? | 138 | 91 | 47 | - |
| Are garbage services provided with your ice road pass? | 91 | 22 | 49 | 20 |
| Are you satisfied with the garbage/waste services provided to you by the ice road access pass? | 91 | 61 | 30 | - |
| Would you pay more to have garbage service included in your ice road fee? | 77 | 26 | 51 | - |

What garbage services are provided with your ice road pass? (n=91)

| | |
|--------------------------------|----|
| Access to dumpsters | 56 |
| Resort/Operator/Guide takes it | 12 |
| None | 24 |

Where did you dispose of your trash during and after ice fishing? (n=77)

| | |
|---|----|
| Took to my residence | 64 |
| Took to a nearby gas station or rest stop | 22 |
| Took to hotel/lodging | 4 |
| Took to another business's trash | 2 |
| Services provided by resort or pass | 8 |



Alternatives and Analysis



Including Sleeper Houses in Unit Count and Prorate for Winter

Pros

- Provides extra income from houses that cause large amounts of waste
- Recommended by resort owner
- Works well with existing waste system and fees

Cons

- May not provide enough income to county for deficits
- Does not capture income from wheelhouses



Requiring Resorts and Ice Road Operators to Have Dumpsters for Customers

Pros

- Provides more services for tourists
- Prevents waste from being left at other surrounding businesses
- Gives opportunity for more specific policies being built off this, keeping a reasonable income for the county
- Provides service from resorts bringing in traffic

Cons

- May not be accepted by ice road operators that do not already have trash cans for customers
- May not collect all waste desired
- May be difficult to place/monitor bins in more ideal areas to have bins



Issuing Permits for Wheelhouses on Lake of the Woods

Pros

- Gives the county income to provide better services to tourists and residents
- Allows county to better track traffic on the ice
- Provides income from independent wheelhouses
- Gives county freedom to change pricing based off income needed to provide waste services

Cons

- May take more time and energy than other policy options due to being a new system
- Needs more enforcement time than other options
- May not be accepted by ice road operators and ice fishers

Policy Alternative Comparison

| Policy Attributes | Including Sleeper Houses in Unit Count & Prorating for Winter | Requiring Resorts and Ice Road Operators to Have Dumpsters for Customers | Issuing Permits for Wheelhouses on Lake of the Woods |
|-------------------|---|--|--|
| Fairness | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Simplicity | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |
| Effectiveness | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ |





Feasibility Study for a Heritage Farm in Pine River, MN

Alan Johnson & Jim Chamberlin

Opportunity:

- Intact 40 acres
- 1903 House
- 1905 barn
- Monitor chicken house
- Early smokehouse
- Location



Lessons from the Past that are Relevant Today

- Heritage Garden
- Heritage Livestock (petting farm)
- Hand Milking (demos and participation)
- Farmers Market
- Photo Booth (logger, farmer, railroad men, & period costumes)
- Antique Phone Demo
- Native American Culture
- Heritage Toys and Tools for sale
- Hand Churned Butter and Ice Cream (for sale?)
- Ice House
- Early Farm Tools (display and demonstrations)
- Large Screen Video Room (historic films)
- Classes and Demos (food preservation – canning / drying / salting / oil & lard)
- Demonstrate Telegraph
- Teaching Venue for Schools



Agriculture and Social Enterprise

What have we historically produced?

What is our landbase?



Ecological Classification



What do we grow now?



What is our vision for the future of agriculture?



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Project Progression

Completed

- HGN received donation offer of historic farmstead property
- Investigated Concept of a heritage farm
- Natl Registry Eligibility
- Feasibility Study



Next Steps

- Increase Community Awareness and Support
- Site Plan and Project Programming
- Fund Raising





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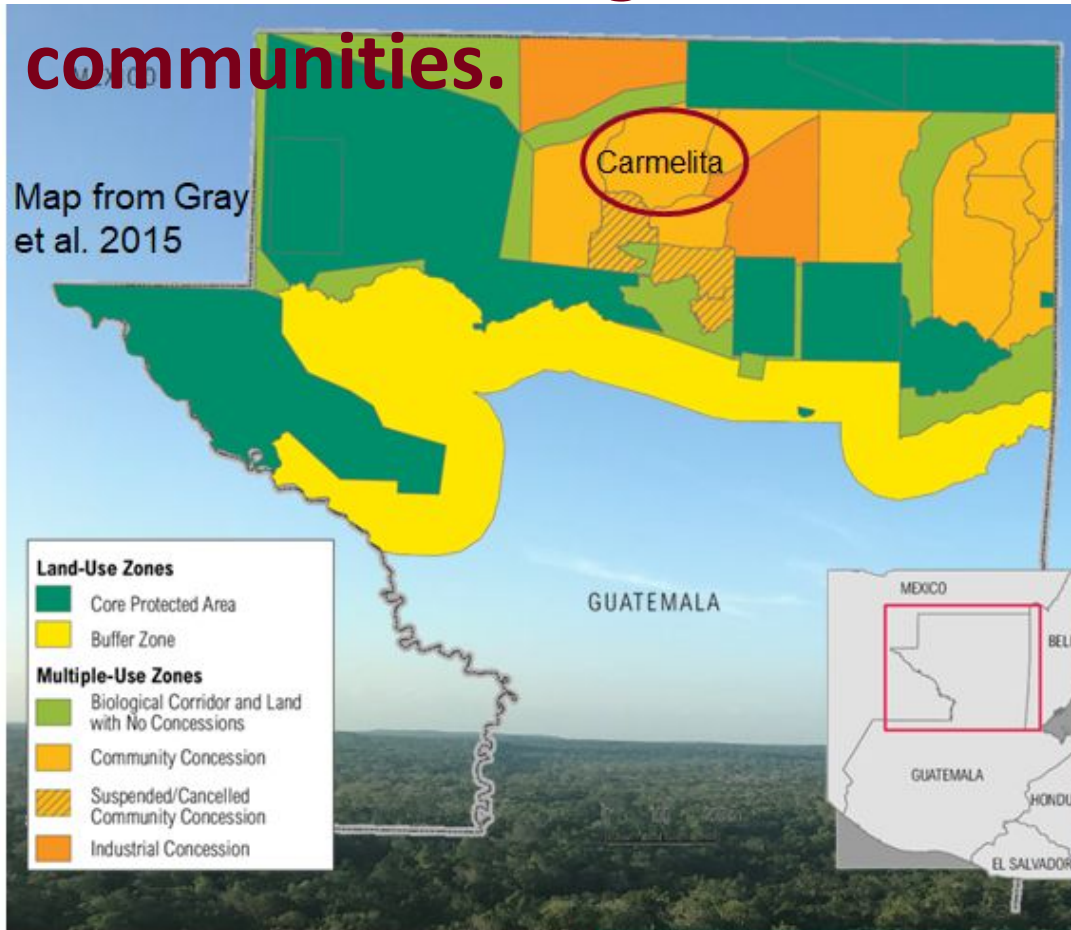
Our final presenters

- **Hannah Legatzke** - The Equity Impacts and Role of Tourism in Livelihood Strategies in Forest-Based Communities
- **Brigid Tuck** - Economic Contribution of a Potential Campground in Fairmont
- **Lisa Hinz** - Growing Tourism Leadership Webinar Series



The equity impacts and role of tourism in livelihood strategies in forest-based communities.

Map from Gray et al. 2015



Hannah Legatzke
NRSM PhD Student
legat031@umn.edu



Programa
CLIMA, NATURALEZA Y
COMUNIDADES
en Guatemala

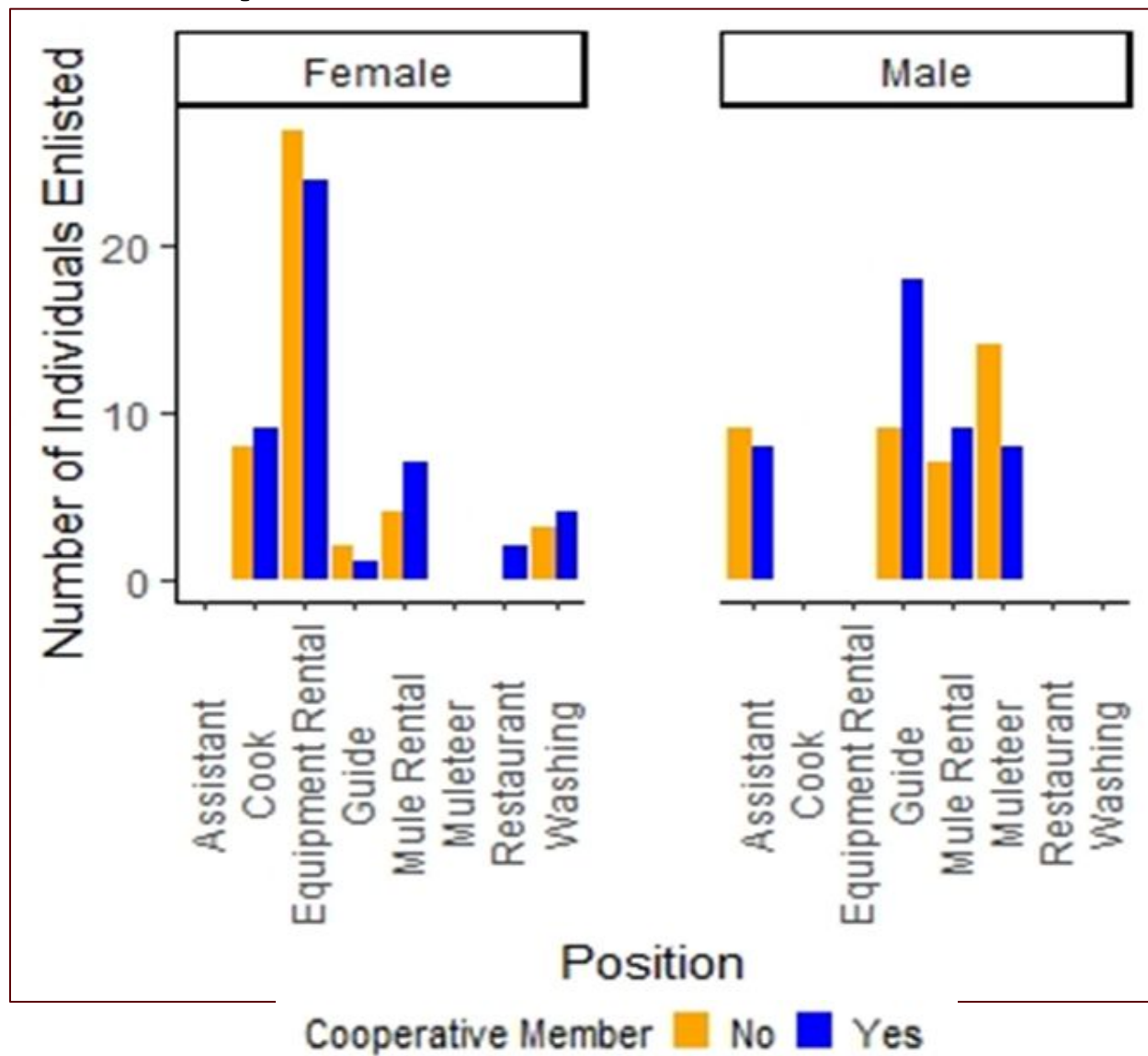


Consortium on Law and Values
in Health, Environment & the Life Sciences
A University-wide Center



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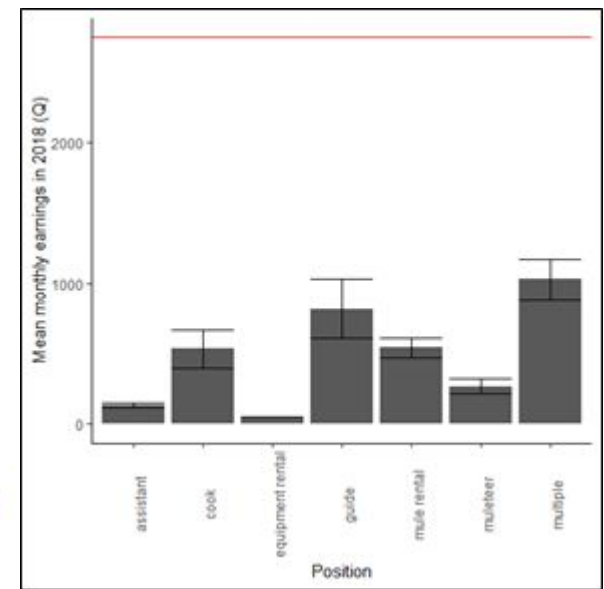
Participation in tourism



- High levels of participation in diverse jobs
- Women more likely to exclusively provide indirect rental services ($X^2=69.2$, $df=2$, $p<1 \times 10^{-15}$)
- Cooperative membership status unrelated to types of services provided ($X^2=1.9$, $df=2$, $p=0.39$)



Tourism an important, but not stand-alone livelihood strategy

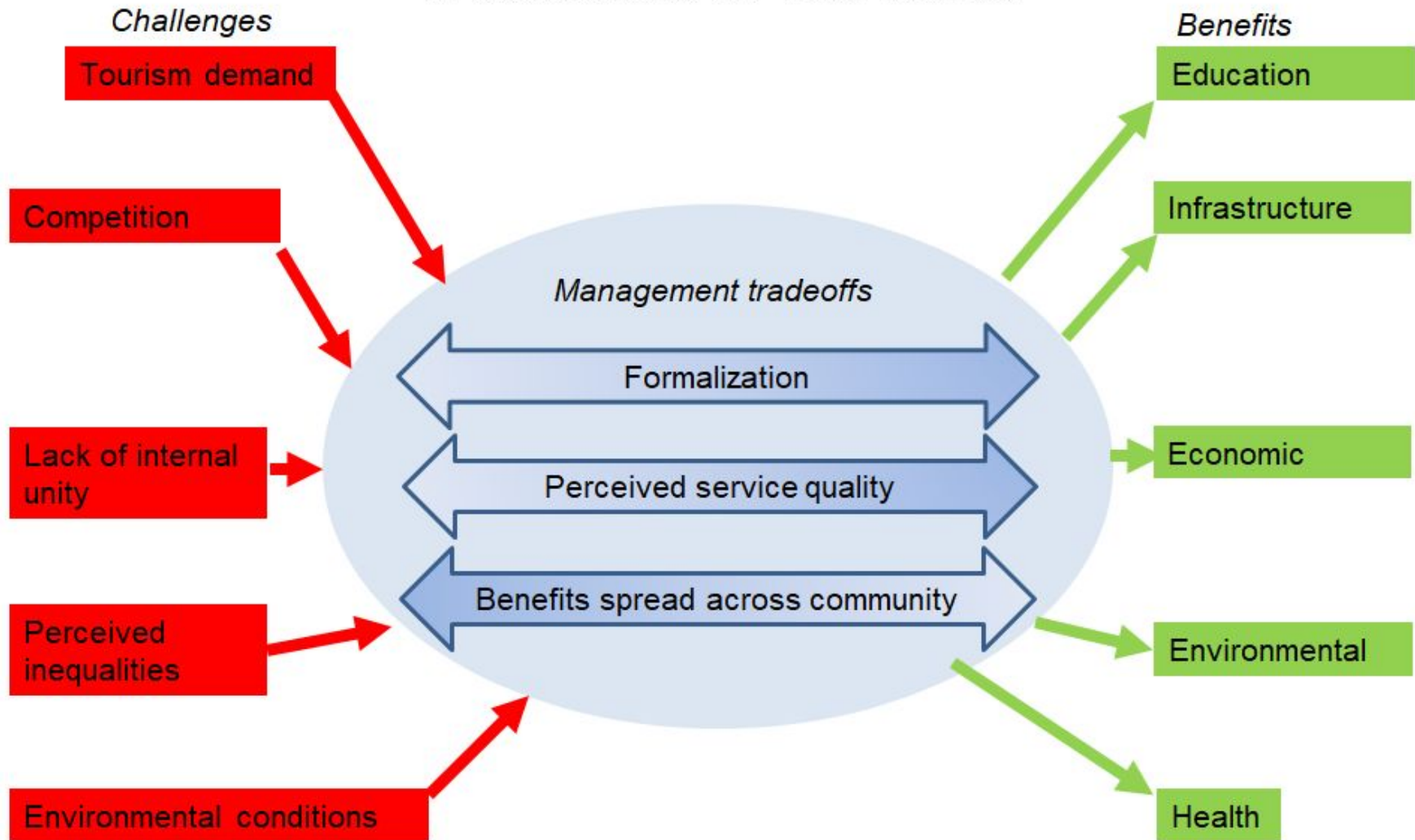


Red line shows minimum wage rate



■ mentioned >10x ■ mentioned 7-9x ■ mentioned 4-6x ■ mentioned 1-3x

Carmelita tourism management challenges, tradeoffs & benefits





Tourism data and economic impact analysis: Fairmont campground

SEPT 2020

Brigid Tuck



Potential

Chart 1: Awareness of amenities in Fairmont prior to arrival (n=739)

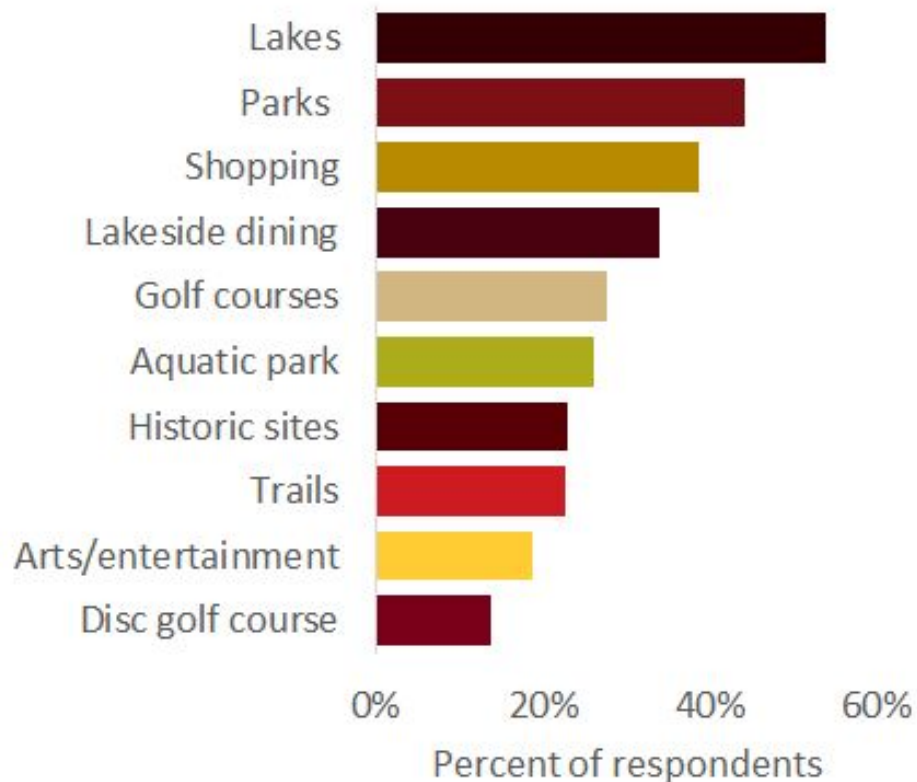
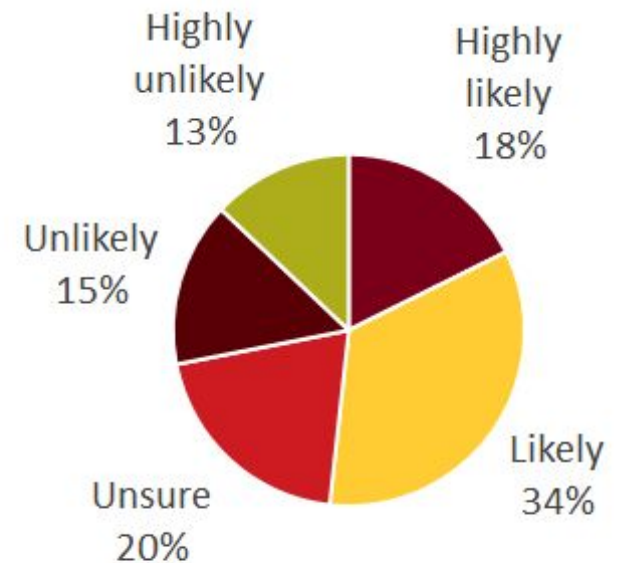


Chart 5: Likelihood of using a lakeside campground in Fairmont



Average per visitor spending, Fairmont

| Category | Visit Fairmont Survey | Campground User Est. |
|--|-----------------------|----------------------|
| Lodging | \$47.5 | \$10.00 |
| Dining out | \$23.6 | \$23.6 |
| Transportation | \$13.5 | \$13.5 |
| Groceries` | \$7.50 | \$7.50 |
| Shopping | \$7.00 | \$7.00 |
| Entertainment | \$4.00 | \$4.00 |
| Miscellaneous | \$2.50 | \$2.50 |
| Indoor Recreation | \$1.50 | \$1.50 |
| Outdoor Recreation | \$1.40 | \$1.40 |
| Total | \$108.5 | \$71.00 |
| Source: University of Minnesota Tourism Center | | |



MEASURE ECONOMIC IMPACT

Potential economic contribution, measured in output,
of a proposed lakeside campground in Fairmont, Minnesota

| Output | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 | Scenario 5 |
|--------------|------------|------------|------------|------------|------------|
| Direct | \$ 281,160 | \$ 187,440 | \$ 311,832 | \$ 153,360 | \$ 187,440 |
| Indirect | \$ 36,792 | \$ 24,582 | \$ 40,806 | \$ 20,069 | \$ 24,582 |
| Induced | \$ 25,313 | \$ 16,875 | \$ 28,075 | \$ 13,807 | \$ 16,875 |
| Total | \$ 343,265 | \$ 228,897 | \$ 380,713 | \$ 187,236 | \$ 228,897 |

Source: University of Minnesota Extension estimates





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GROWING TOURISM LEADERSHIP

Cynthia Messer, Director
University of Minnesota Tourism Center

Lisa Hinz, Assistant Professor and Educator
Leadership and Civic Engagement

In collaboration
with



Sponsored in part by a grant from Carlson & the Carlson Family Foundation

SERIES TOPICS

- Destination Marketing Organizations (DMO): Context, Funding Structures, and Trends
- Leading from Every Role
- Leading with Focus
- Leading and Effective Team, Committee or Board
- Using Data
- Effective Communication



□ *Effective* Leaders

Ineffective Leaders What do they do?

Growing Tourism Leadership

Session 2 - Leading from Every Role

| <u>What are some <i>effective</i> leadership practices?</u> | <u>What are some <i>ineffective</i> leadership practices?</u> |
|---|--|
| Sense of direction, Good Listener, Sense of direction and purpose, knowledgeable, great listener, great communicator, big picture/detailed thinker, visionary, empathetic | Speak out of opinion vs. knowledge, don't listen to others, unorganized, too much talk and not enough action. |
| Visionary, meditated and inspiring, asking all the questions, provoking action, building consensus, searching for the next opportunity | Lack of communication, Lack of awareness/knowledge, Lack of motivation, Lack of courage, self serving, napoleon complex, blaming, dismissive |
| Communication, constantly educate, empower, award good work, well-organized, turns ideas into action, good listener, knowledgeable, willing to try new things | Criticize, distant, inaccessible, lack of enthusiasm, lack of communication, condescending, unclear, does not listen to input, seeking validation, no safety net, bull-headed. |
| Creating a mission and vision, articulate clear expectations, empower staff, gather group input, effective | Micro-managing, indecisive, autocratic, inconsistent, bullsh**er, plays favorites, ineffective, knee-jerk reactions |
| Active listening, being thankful and appreciative of crew, willingness to collaborate, being clear about expectations, seeking for assistance, thoughtful and compassionate | domineering, playing favorites, punitive, reactive vs proactive, siloed, |
| Listening, caring about what others think, being prepared | Micro-managing, not being clear |



Experience in itself is neither productive nor unproductive, it is how you reflect on it that makes it significant or not significant.” – Gavin Bolton

| To what extent has the overall program provided you with: | Not at all | | To a great extent | | Mean |
|--|------------|-----|-------------------|-----|------|
| A valuable opportunity to engage with peers in the tourism industry. | 0% | 30% | 30% | 40% | 3.10 |
| A valuable opportunity to learn from peers in the tourism industry. | 0% | 10% | 40% | 50% | 3.40 |
| Increased skills for leading tourism efforts in your community. | 0% | 20% | 40% | 40% | 3.20 |
| Increased confidence to lead in your community. | 0% | 20% | 30% | 50% | 3.10 |

Comments included:

“I will be sharing the content with my board to help them feel more confident, and I plan to use the skills in the daily job duties.”

“I am a mid-career professional, but I still came away with knowledge about using data, the action wheel and learning from conflict.”





Questions and Answers

Submit your questions in the chat box

**DeeDee will ask questions of the
presenters**

Evaluation

- Please complete the poll before you sign off. Thank you!





Cynthia Messer
Tourism Center Director
cmesser@umn.edu

Xinyi Qian
Tourism Specialist
qianx@umn.edu

DeeDee LeMier
Extension Educator
dlemier@umn.edu



Thank you!